DOCUMENT RESUME

ED 197 713 IR 009 099

AUTHOR Queeney, Donna S., Ed.
TITLE Audience Research Capacity Building for Pennsylvania Public Television Network Personnel.
INSTITUTION Pennsylvania State Univ., University Park. Planning Studies in Continuing Education.
SPONS AGENCY Pennsylvania Public Television Network Commission, Harrisburg.
PUB DATE Jun 80
CONTRACT PPTN-ME-3353
NOTE 44p.: For related documents, see ED 134 146 and ED 181 886.

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Attitude Measures: Attitudes: *Audiences: Pilot Projects: *Public Television: Television Research: *Television Surveys: *Television Viewing
IDENTIFIERS *Pennsylvania

ABSTRACT

The goals of this Pennsylvania Public Television Network (PPTN) project were to define target audiences, assess program impact, and utilize this information in making programming and promotion decisions. This audience research study was originally conceived as a 3-step program: (1) ascertaining audience size and composition, (2) characterizing and analyzing the attitudinal viewing behavior of viewers and non-viewers, and (3) completing a full scale survey of viewers to follow the pilot test and lead to a comprehensive profile of state viewers. This paper outlines the last step in the 3-phase plan. It explains project objectives and accomplishments, statewide and individual viewing trends, and capacity building. A discussion of the Pennsylvania Audience Research System (PARS) and ratings and trends for the pilot show PENNSYLVANIA are included. (Author/MEF)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED197713

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

AUDIENCE RESEARCH CAPACITY BUILDING FOR PENNSYLVANIA PUBLIC TELEVISION NETWORK PERSONNEL

June 1980

Donald M. Davis, Carl A. Lindsay, and Penny A. Sebring*

Donna S. Queeney, Editor

Planning Studies in Continuing Education
The Pennsylvania State University

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
D.S. Queeney
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

for

The Pennsylvania Public Television Network Commission
under Contract ME 3353

* Carl A. Lindsay served as project administrator, Penny A. Sebring coordinated project activities during nine of the ten months, and Donald M. Davis assumed coordination responsibility for the final month and prepared this report.

IR009059

TABLE OF CONTENTS

	Page
LIST OF TABLES	ii
LIST OF FIGURES	iii
INTRODUCTION	1
PROJECT OBJECTIVES AND ACCOMPLISHMENTS	3
Other Activities	5
VIEWING TRENDS	11
Individual Station Trends	14
PENNSYLVANIA	16
SUMMARY AND CONCLUSIONS	21
APPENDIX A: Average Weekly Cumes 1975-1980	23
APPENDIX B: Previous and Revised County Coverage Areas for PPTN Stations	32
REFERENCES	37

LIST OF TABLES

Table		Page
1	Television Households in PPTN Stations' Previous and Revised Viewing Areas	8
2	Comparison of PENNSYLVANIA and PEOPLES' BUSINESS Ratings and Cumes for November . . .	17
3	Comparison of PENNSYLVANIA and PEOPLES' BUSINESS Ratings and Cumes for February 1979, 1980	18

LIST OF FIGURES

Figure		Page
1	Statewide Average Weekly Ratings for Selected Demographics - February Sweeps	12
2	Statewide Average Weekly Ratings for Selected Demographics - November Sweeps	13

INTRODUCTION

For the past five years the Pennsylvania Public Television Network (PPTN) has contracted Planning Studies in Continuing Education to perform audience research for its seven member stations. The original and current broad goals of the project remain the same: to define target audiences, assess program impact, and utilize this information in making programming and promotion decisions. These goals have been furthered through the process of "capacity building," an effort to enable PPTN station personnel to increase their familiarity with and use of audience research terminology and information.

Originally the audience research project was conceived as a three step program: 1) "counting the house," referring to ascertaining audience size and composition, 2) "characterizing and analyzing the attitudinal and viewing behavior of viewers and non-viewers of Public Television," involving the completion of a pilot project to test a survey of Pennsylvanians to determine viewer characteristics, and 3) a full-scale survey of viewers, which was to follow the pilot test and would have led to a comprehensive profile of state viewers. Unfortunately, the third phase was not funded, so that portion of the program has not been completed. The past year's effort was focused instead on capacity building.

Based upon the 1979-80 project year, this report outlines project objectives and accomplishments, discusses statewide and individual

station viewing trends, and explains capacity building through the use of Arbitron's AID system. In addition, it includes discussion of the PENNSYLVANIA Audience Research System (PARS), which was designed for use in examining the new show PENNSYLVANIA. Ratings and trends for PENNSYLVANIA are also examined.

PROJECT OBJECTIVES AND ACCOMPLISHMENTS

The primary objective for the past year's effort was to continue the capacity building process initiated in 1975 and enhanced each following year. An implicit goal of this continuing project is based upon the belief that PPTN personnel should develop skills in using, understanding, and initiating research in order to derive maximum benefit from the audience research project. To meet that goal, five task objectives were established for the 1979-80 fiscal year.

1. Reappoint Advisory Committee: Members of this important committee performed three essential functions: they took responsibility for interpreting and disseminating audience research information to various individuals at their respective stations, provided direction and feedback to the members of the Planning Studies research team, and helped to obtain cooperation for research efforts from their stations. This group, appointed by Sheldon Parker, general manager of PPTN, consisted of:

Marianne Barrett, Program Manager, WVIA
*Donald M. Davis, Planning Studies, PSU
Richard A. Jones, Assistant General Manager, PPTN
*Carl A. Lindsay, Planning Studies, PSU
William C. Miller, Assistant Director of Broadcasting, WPSX
David Nohling, Program Assistant, WQED
Michael Quattrone, Program Manager, WHYY
Donald L. Robert, Program Manager, WLVT
*Penny A. Sebring, Planning Studies, PSU
June Smith, Program Manager, WQLN

Susan H. Steinmeyer, Program Coordinator, WPSX

Michael Ziegler, Executive Vice-President, WITF

*Indicates non-voting (unofficial) member.

2. Reestablish Client Status with Arbitron, Inc.: All audience data pertaining to viewing and demographic characteristics were taken from Arbitron, Inc.'s Information on Demand (AID) system. Sign-on to sign-off Reach and Frequency reports (dumps) were acquired for all stations. These effectively updated the average weekly cume figures. (Appendix A consists of a copy of the compiled average weekly cumes for 1975-1980.) Flow reports also were used to determine a show's ability to hold an audience from a lead-in, to provide a lead-in audience for a following show, or to keep an initial audience while attracting an increased audience during its time period.

3. Establish Objectives and Procedures for PARS: The production of a new network show, PENNSYLVANIA, required a distinctive system for analyzing audience characteristics and viewing trends on a statewide basis. The PENNSYLVANIA Audience Rating System (PARS) was developed to [illegible] that need. Like previous procedures for measuring the effects of Planned Program Innovations (PPIs), PARS relied upon reach and frequency (PICs) and audience flow data to form its foundation. Unlike previous systems, however, PARS data had to be analyzed in statewide terms. PARS also represented the first attempt to apply all of the available tools of audience research to a locally produced statewide show. For these reasons, the majority of audience research resources were allocated to

PARS during 1979-80.

4. Disseminate Information Via Reports and Presentations: Two major reports, encompassing the results for the main sweep periods of November and February, were prepared and distributed to member stations. Statewide trends were identified and explained, and individual station results were listed or presented in tables. Information regarding PENNSYLVANIA appeared prominently in these reports. At the October, 1979, meeting of the Audience Research Advisory Committee in Pittsburgh, as well as at the February, May, and June, 1980, meetings in Hershey and University Park, sweep data were presented and discussed with the participants. Again, primary attention was paid to PENNSYLVANIA results and average weekly cumes.

5. Prepare and Distribute Project Summary: This document represents the summary of the Audience Research Project for 1979-1980 and will be distributed to PPTN stations and the network office.

Other Activities

Besides the pre-planned audience research activities, other issues were addressed. These included documenting promotional efforts for PENNSYLVANIA, exploring the possibility of codifying telephone and mail responses, redesigning some stations' viewing areas to reflect out-of-state viewers, utilizing a new Arbitron service called "Audience Duplication," and visiting all of the PPTN stations to ascertain their research needs. A brief discussion of each of these follows.

Promotion. One important part of the success of any show is the promotional effort expended on its behalf. A survey of PPTN stations was completed to measure the amount and types of promotion allotted to PENNSYLVANIA. Each station's promotional effort was compared in turn to that of the network.

Organizing Viewer Responses. At the October meeting it was suggested that station mail and call-in responses might be useful indicators of viewers' feelings. Planning Studies personnel were asked to study the problem and suggest a way to codify these materials for systematic analysis by station personnel. Subsequently a method was devised and mailed to each station. The method was not implemented, however, for two reasons: 1) the number of responses from viewers was so small that no research decisions could be based on them, and 2) the statistical sample (callers/letter writers) was highly stratified in that only certain types of people call or write to stations.

Realigning Viewing Areas. At the Audience Research Advisory Committee meetings two related issues arose concerning stations' viewing areas. Several station representatives had observed that some counties listed in their viewing areas had been reported to have low signal strength or to receive overlapping coverage from other public stations, resulting in artificially low viewing. A subsequent check revealed that some counties were listed by as many as four stations, and some listed counties showed less than 1 percent viewing of the public station designated for that county. The net effect was a decrease in ratings for the affected stations; every television household in the county was

added to the ratings quotient, but the number of viewers actually receiving the station's signal was quite small. Thus, ratings were negatively affected. In response to this concern, each station was advised to utilize figures secured for each county in outlining a revised county coverage list.

The second issue revolved around the practice of including only Pennsylvania counties in county coverage areas. Station representatives explained that this practice limits the usefulness of their ratings and cumes; it offers no recognition of the substantial numbers of out-of-state viewers they are reaching. This was a particular concern for the Pittsburgh and Philadelphia markets.

Beginning in February, 1980, appropriate county coverage areas were changed to be more representative of actual viewing levels in Pennsylvania counties, and to include out-of-state counties which rightfully belong in a given station's coverage area. While these changes improved the accuracy of ratings and cumes, they created a minor problem of consistency; since the previous five years' data reflected the original coverage areas, data based on the revised coverage areas could not be directly compared. For example, WHYY gained large numbers of viewers from New Jersey, Delaware, and Maryland, causing an Average Weekly Cume for 1979 to have no referent in any previous project year. However, station representatives deemed the increased accuracy more important than the loss of comparability, and a new baseline for future results was established. (See Table 1 for a summary of the changes in television household figures for each station.)

Table 1

Television Households in PPTN Stations' Previous and Revised Viewing Areas

Station	Original TVHHs (000)	Revised TVHHs (000)	Added/Deleted Counties	
			+	-
WHYY	1,803	2,497	13	2
WQED	2,297	2,098	5	9
WITF	712	706	2	1
WVIA	620	624	1	1
WPSX	507	436	--	3
WLVT	536	327	—	2
WQLN	152	152*	—	—
System Totals	4,062	4,986	19	3**

* WQLN's viewing area did not change.

** Fulton, Greene, and Mercer counties are not currently claimed by any of the PPTN stations.

Because this new baseline could not be used to analyze trends begun during the use of the previous county coverage areas, data for both previous and revised county coverage areas were obtained to provide some basis for comparison with earlier audience research projects. The data used in Figure 1, Table 3, and Appendix A were obtained using the previous coverage areas.

Audience Duplication. A decision to test a new Arbitron service, Audience Duplication, was made at the time of planning the 1979-1980 audience research project. Audience Duplication makes it possible to examine viewing trends of public television viewers and non-viewers throughout an entire schedule. A target show is selected (e.g., MASTERPIECE THEATRE airing at 9:00 p.m. on Sundays) and its audience and the audiences of six competing stations are measured. Application of this information can contribute to promotion and program decision-making. First, viewers of the show are followed throughout the schedule to see what else they watch in any given week. Second, viewers of competing shows are tracked through the public station's schedule to see when they tune in. While they obviously were not watching the public station during the target show (since they were counted in competitors' viewing lists), they do tune in some public television shows. If the public station wants to attract these viewers to the target show, it merely looks to see where they tune in in significant numbers and promotes the target show there. This technique was applied to a local show on WITF called 360 and to PENNSYLVANIA in the Philadelphia market (WHYY). The results showed definite trends which could be exploited by program managers and promotion specialists.

Station Visits. A continuing goal of each audience research project has been to make the information as real and immediate as possible for station personnel. Because numerical data can be confusing and seemingly unrelated to the everyday problems of programming and promotion, the project team has continually strived to help station personnel recognize the potential for application of these facts and figures to the decision-making process. With this in mind, Donald Davis of Planning Studies visited each station and personally discussed important issues with various station personnel.

The result was an important two-way understanding. Station representatives had a chance to have their questions answered and misunderstandings corrected on an individual basis. By the same token, Planning Studies was able to determine the extent and types of uses made of audience research information as well as find out what stations want to accomplish in future research projects.

VIEWING TRENDS

Viewing trends during the past year reflected the patterns of the four previous years; overall, ratings have been declining slightly and February ratings tend to be somewhat higher than November ones. Average Weekly Ratings for each February from 1976 to 1980 are shown in Figure 1. As noted, the decline in ratings in the second half of the decade continued into 1980. While February ratings for 1980 outstripped those of November, 1979, a comparison with February ratings for other years showed a drop.

From the high of 1,511,000 television households which tuned into public television in Pennsylvania during any given week in February, 1976, the number has fallen to 1,393,000, a drop of 7 percent. Between 1979 and 1980 another 68,000 households were lost.

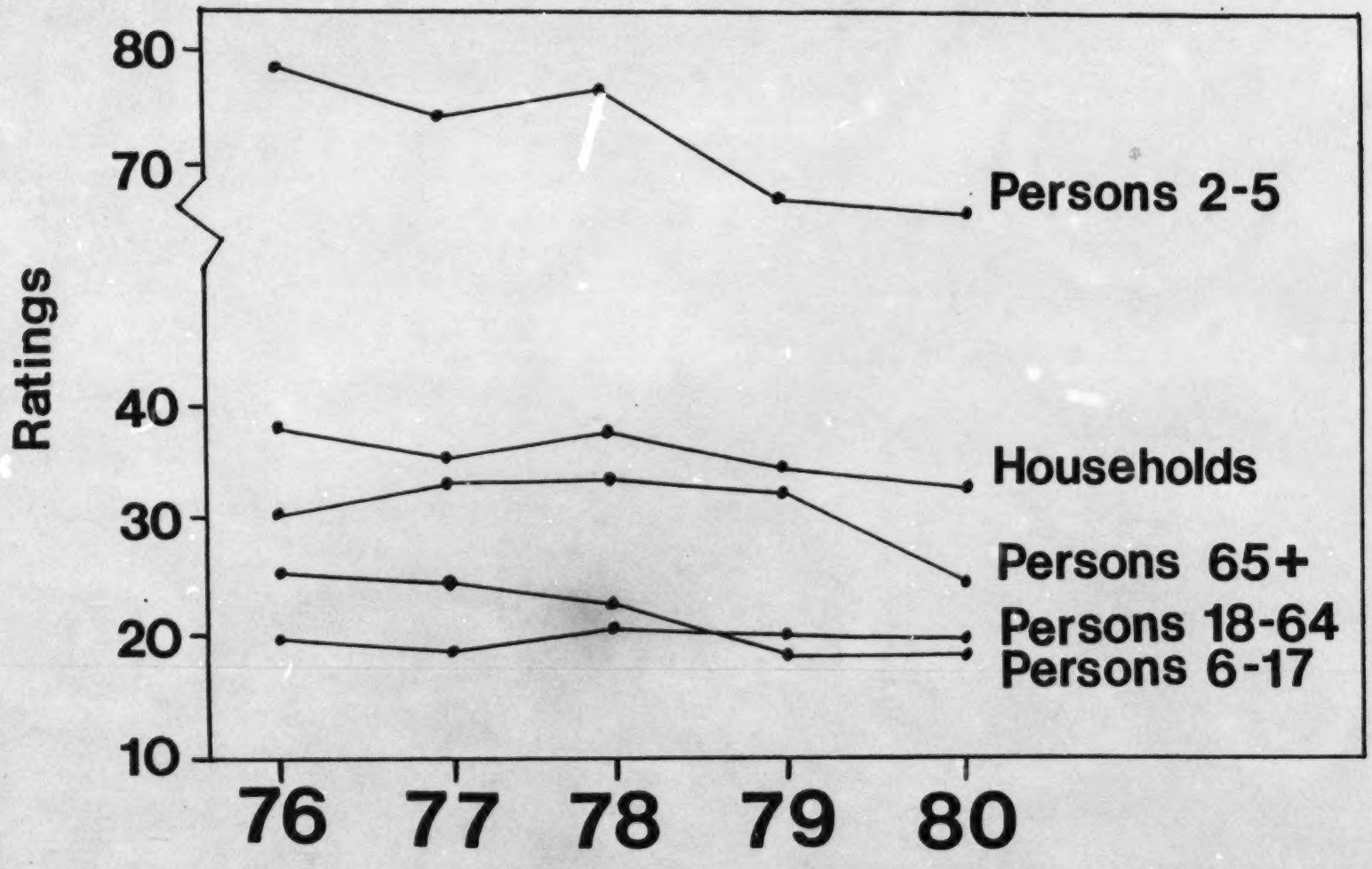
The decrease in viewing levels for children aged two to five seems to have been curbed. The 67.8 rating for 1980 is almost the same as 1979's 68.8. Previous losses of between five and nine rating points have been countered. This is heartening in light of the fact that the number of children in that age range continues to decline.

One particular cause for concern is the sharp decline in viewing by persons aged sixty-five and older, usually one of the largest viewer factions. While their 24.4 February rating still ranks above all other demographic groups with the exception of two to five year olds, that figure represents a drop of more than eight rating points from February 1979.

Figure 1

STATEWIDE AVERAGE WEEKLY RATINGS

February Sweeps

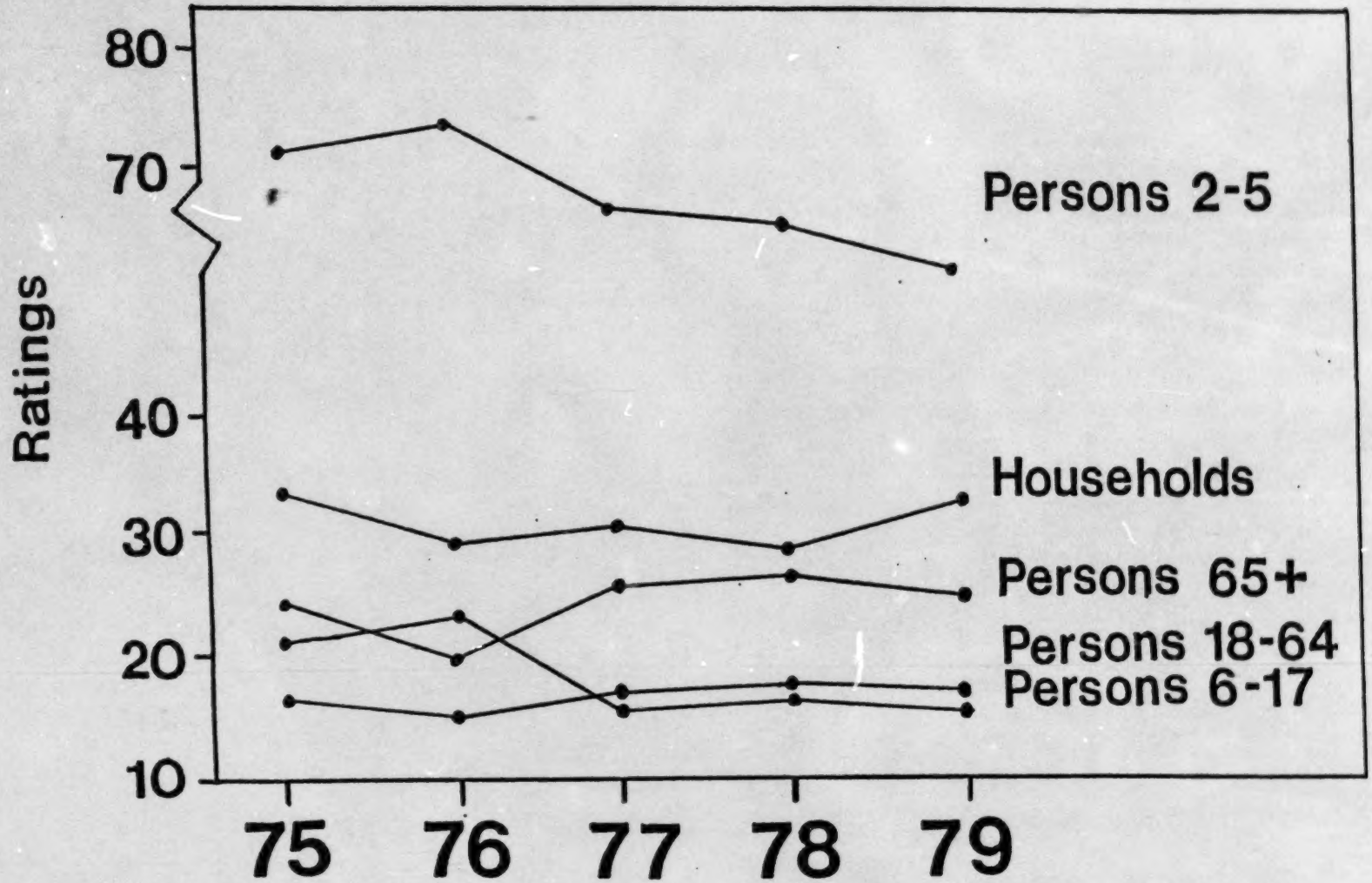


Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provide the audience information in the Standard Reports.

Figure 2

STATEWIDE AVERAGE WEEKLY RATINGS

November Sweeps



Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provide the audience information in the Standard Reports.

Individual Station Trends

WHYY at 30.9 for households gained a little over one rating point as compared to February, 1979. That is higher than some years and lower than others, although it represents a slight decline from a record November figure of 31.2 (see Appendix A). The ratings for the sixty-five and older age group dropped by almost five points from 29.0 to 24.3, which is consistent with state trends. On the other hand, the two to five year old audience increased from 63.8 to 67.1.

WQED increased its household rating from 27.3 to 28.0, a modest but important gain in view of an eight point slide between 1976 and 1979. Gains were made in all categories but one, with the increase from 66.6 to 71.9 for the two to five age group being the largest. In one demographic group, individuals aged sixty-five and older, the ratings fell down from 24.1 to 19.6, which is consistent with statewide trends.

WITF showed a slight gain in households from 22.3 to 22.6 which, except for 1978, stands as their best rating since 1975. The ratings remained constant for most groups, but rose sharply in the two to five and six to seventeen year old groups. In the two to five age range the figures jumped from 31.1 to 36.5, and in the six to seventeen group the gain was from 9.7 to 13.3. In contrast to the rest of the state, WITF held its sixty-five and older audience at 1979 levels.

WVIA, after four years of February gains, fell from 37.9 to 35.7 in household ratings. Most demographic groups showed modest gains or losses except for the sixty-five and older age group, where a gain from

25.8 to 29.5 was realized.

WPSX had a significant increase in household ratings for February, with 24.4 as compared to 1979's 20.5. That figure represents the best rating period of the past five years for WPSX. Gains were evidenced in many demographic categories, the most notable of which was a jump from 8.6 to 17.6 for the six to seventeen year old group, an increase of better than 100 percent. The two to five year old group fell off, though, from 38.6 to 29.1, and the sixty-five and older age group dropped from 20.8 to 18.0.

WLVT increased its February households to 16.4 from a rating of 14.6 in 1979. That increase is especially important because it ends a two year decline in February figures. A tremendous increase occurred in the two to five year old group, where the rating rose from 18.9 to 43.1. While the sixty-five and older age group declined from 17.3 to 10.2, other gains and losses were more modest.

WQLN had the greatest rally in ratings in the state, with an increase from 27.7 to 37.0 in households. Increases were realized in all categories with the exception of the oldest viewing group, which fell from 34.0 to 29.8. The two to five year old group ratings rose from 68.3 to 82.4, while the six to seventeen age group figures jumped more than 100 percent from 14.3 to 29.0.

PENNSYLVANIA

The magazine format show PENNSYLVANIA, produced by WPSX and carried statewide Fridays at 9:00 p.m., began in September, 1979. It extended beyone the scope of an earlier statewide offering, THE PEOPLES' BUSINESS, by presenting hard news stories, weather information, and light features. From its inception the program was closely monitored via Arbitron data to track audience size characteristics and viewing trends.

In November, 1979, PENNSYLVANIA's first sweep period, ratings were taken for both average and individual Fridays. Approximately 67,000 system-wide households and 102,000 persons viewed the show on an average Friday. The average viewer watched three quarter hours of the program, giving it an average quarter hour audience of 52,400 households. Most viewers were in the forty to sixty-four and sixty-five and older age groups. Little difference in male and female viewing was found.

Comparisons were made between PENNSYLVANIA and THE PEOPLES' BUSINESS since both were statewide offerings carried at similar times in the schedule. For the previous November (1978), THE PEOPLES' BUSINESS showed a .9 household rating and a person rating of .5, coming to 38,000 households and 57,000 persons. While these were best efforts for a November sweep for THE PEOPLES' BUSINESS, the figures still ran considerably behind PENNSYLVANIA's initial 67,000 households. Ratings for the two shows are compared in Tables 2 and 3.

PENNSYLVANIA also was compared to the varied programming which

TABLE 2
Comparison of PENNSYLVANIA and THE PEOPLES' BUSINESS
November 1978, 1979
(000)

Station	Households Cume	Households Rtg	Persons 2-99 Cume	Persons 2-99 Rtg	Persons 18-39 Cume	Persons 18-39 Rtg	Females 18-39 Cume	Females 18-39 Rtg	Persons 40-64 Cume	Persons 40-64 Rtg	Persons 65+ Cume	Persons 65+ Rtg
WHYY												
PA	21	.8	34	.5	5	.2	3	.3	19	1.0	10	1.1
TPB	4	.2	7	.1	5	.3	3	.4	1	.1	--	--
WQED												
PA	17	1.5	25	.8	5	.5	2	.4	10	1.1	9	2.4
TPB	7	.6	10	.3	--	--	--	--	2	.2	7	1.8
WITF												
PA	8	1.2	11	.6	1	.2	1	.3	8	1.4	2	.8
TPB	1	.2	2	.1	--	--	--	--	1	.2	1	.4
WVIA												
PA	9	1.4	15	.9	1	.2	1	.2	5	1.0	8	3.2
TPB	9	1.5	15	.9	1	.1	--	--	6	1.1	9	3.8
WPSX												
PA	6	1.4	9	.7	--	--	--	--	2	.6	6	3.6
TPB	3	.7	4	.3	1	.2	1	.2	2	.6	--	.2
WLVT												
PA	2	.3	3	.2	--	--	--	--	3	.7	--	--
TPB	5	1.0	4	.3	--	--	--	--	4	1.0	--	--
WQLN												
PA	4	2.4	5	1.2	--	--	--	--	2	1.5	3	5.8
TPB	--	.3	--	.1	--	--	--	--	--	.3	--	--
Statewide Cume Totals												
PA	67		102		12		7		49		38	
TPB*	38		57		10		5		22		23	

*Cumes include repeat showings.

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

— Indicates Below Measurable Standard (BMS) and does not mean that no one was watching.

TABLE 3
Comparison of PENNSYLVANIA and THE PEOPLE'S BUSINESS
February 1979, 1980
(000)

Station	Households		Persons 2-99		Persons 18-39		Females 18-39		Persons 40-64		Persons 65+	
	Cume	Rtg	Cume	Rtg	Cume	Rtg	Cume	Rtg	Cume	Rtg	Cume	Rtg
WHYY												
PA	12	.5	15	.2	1	—	1	.1	10	5.0	4	.5
TPB	2	.1	2	—	—	—	—	—	2	.1	—	—
WQED												
PA	3	.3	5	.2	—	—	—	—	4	.5	1	.3
TPB	10	.9	18	.5	1	.1	1	.1	5	.5	12	2.9
WITF												
PA	2	.3	4	.2	1	.1	—	—	1	.3	1	.6
TPB	8	1.1	13	.7	2	.3	1	.2	4	.8	5	1.8
WVIA												
PA	1	.2	4	.3	—	—	—	—	2	.5	—	—
TPB	7	1.1	11	.6	1	.2	—	—	6	1.2	4	1.5
WPSX												
PA	3	.7	3	.3	—	—	—	—	2	.7	1	.4
TPB	2	.4	2	.1	—	—	—	—	1	.3	1	.4
WLVT												
PA	2	.4	4	.2	—	—	—	—	4	.8	—	—
TPB	4	.7	5	.3	—	—	—	—	3	.6	2	1.2
WQLN												
PA	2	1.6	4	.9	—	—	—	—	2	1.6	1	1.7
TPB	2	1.1	1	.2	—	—	—	—	1	.7	—	—
Statewide Cume Totals												
PA	25		39		2		1		25		8	
TPB*	42		60		6		4		23		25	

*Cumes include repeat showings.

Source: All information provided by Arbitron, Inc., and AID. Extracted from the same diaries that provided the audience information in the Standard Reports.

— Indicates Below Measurable Standard (BMS) and does not mean that no one was watching.

appeared during the previous year in the Friday 9:00 p.m. slot. During that time, varied programming drew 1.1 percent of households and .6 percent of persons. The average quarter hour audience for the slot in November, 1978, was the same as for THE PEOPLES' BUSINESS--38,000 households.

In February, 1980, the same analyses were performed; average and individual Friday ratings were determined for PENNSYLVANIA. The results were very different from those of November. Viewing dropped off in February so sharply that February totals were only 37 percent of November totals. The household rating slipped from 1.3 to .7. The age forty and older audience was reduced to half, and taken separately, the sixty-five and older age group's viewing declined by 80 percent.

While THE PEOPLES' BUSINESS had begun with only 19,000 households in 1976, it had shown steady progress each year, achieving an audience of 42,000 households at the time of its demise. By comparison, varied programming in the Friday 9:00 p.m. slot drew 48,000 households in 1978, and 59,000 in 1979. PENNSYLVANIA outstripped all of these when it began by garnering 67,000 households, but by February that figure had dropped to 25,000.

Audience flow analyses showed comparable trends. Similar lead-in audiences were provided for PENNSYLVANIA in November, 1979, and February, 1980, but while PENNSYLVANIA held those audiences and even added to them in November, it did not hold them in February. In November, 38 percent of the lead-audience stayed through the end of the

show; in February that figure was reduced to 18 percent. Additionally, the show drew viewers who were not part of the lead-in group in November, but did not draw those persons in February.

SUMMARY AND CONCLUSIONS

Despite funding limitations which continued to thwart the completion of the comprehensive profile of Pennsylvania's television viewers, the last step in the initial three phase project, capacity building, has proven very successful. Station personnel have demonstrated increased understanding and use of audience research through their comments and questions at advisory committee meetings, their willingness to distribute specific research information to others at their stations, and their formulation of research requests for the coming year. The decision to forego the planned research workshop indicated that these persons had, in many respects, passed beyond the basic concepts often explored in such workshops.

Another accomplishment was the first attempt to study a statewide program, which in this case was PENNSYLVANIA. While PENNSYLVANIA could have enjoyed a happier fate than cancellation, the new half hour incarnation may fare much better. In any event, more specific data were generated for PENNSYLVANIA than for any previous show, affording decision makers a comprehensive view of the audience trends.

In a related vein, the PENNSYLVANIA research provided an opportunity for initial use of the recently developed Audience Duplication. Given its ability to track viewing trends of audiences and pinpoint accumulations of viewers, Audience Duplication has the potential of serving as a powerful promotional tool. Not only can viewing habits be evaluated in terms of individual shows, but types of shows also can be identified on the basis of viewer clusters.

Application of all of these research tools is valid only if the appropriate audience is being measured. In response to the concerns voiced by station representatives that their coverage areas for research purposes reflect their actual viewing areas, data were gathered to define the most current viewer concentrations. The boundaries for viewing areas were expanded beyond the state and some coverage areas were dramatically changed in the process. While those data did not compare with previously gathered information, they did represent a move toward more accurate, dependable figures which better reflect actual station viewing. The temporary inconvenience in comparisons will be offset as more data based upon the new viewing areas are accumulated and compared.

A considerable body of information has emerged from the project effort initiated in 1975. Long-range figures defining definite trends can aid in making decisions about programming and direction; capacity building has been successful in that station personnel have become more sophisticated in their understanding and use of audience information; and the project has kept pace with new developments in research. The audience research project can move into the 1980s on firm footing.

APPENDIX A

Average Weekly Cumes 1975-1980

WHYY Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	576	507	546	527	496	508	399	410	463	501
Rating	32.8	29.6	31.3	29.6	30.9	28.9	23.7	23.4	26.3	31.2
Persons 2-99										
Cume	1099	998	1033	1041	917	1004	796	738	825	983
Rating	21.8	20.2	20.9	21.1	20.2	20.1	15.7	15.2	16.6	21.4
Persons 2-5										
Cume	221	161	156	165	154	206	204	159	145	137
Rating	72.3	61.0	70.8	63.8	67.1	71.2	66.8	63.3	58.3	58.3
Persons 6-17										
Cume	238	191	221	192	153	194	184	100	142	159
Rating	22.3	18.5	20.5	18.0	16.6	18.3	17.0	9.7	13.0	16.6
Persons 18-64										
Cume	496	448	492	511	483	493	336	364	418	557
Rating	16.1	15.1	16.0	16.4	16.9	16.2	10.9	12.1	13.4	19.7
Females 18-64										
Cume	281	280	282	281	263	282	187	201	247	293
Rating	17.6	17.7	17.4	17.7	17.8	17.8	11.7	13.2	15.5	20.0
Persons 65-99										
Cume	144	198	164	173	127	111	80	115	120	130
Rating	25.0	29.1	29.3	29.0	24.3	18.5	13.4	19.9	22.0	23.2

SOURCES: Arbitron's Net Weekly Schedules (DUMPS) for the periods indicated.

NOTE: All audience estimates are subject to the errors and qualifications given in the Arbitron Reports.

WQED Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	410	347	355	320	274	382	341	325	314	296
Rating	35.2	30.6	30.1	27.3	28.0	32.8	30.1	27.5	26.8	30.2
Persons 2-99										
Cume	802	722	627	621	523	764	724	612	596	562
Rating	24.1	22.1	19.2	18.9	19.4	23.1	22.1	18.7	18.1	20.7
Persons 2-5										
Cume	153	141	127	104	87	144	137	107	108	100
Rating	81.0	80.6	84.1	66.6	71.9	75.2	80.5	71.3	69.5	80.9
Persons 6-17										
Cume	171	176	97	123	97	153	184	119	111	94
Rating	24.3	27.0	14.2	17.4	18.2	21.7	27.3	17.3	16.2	17.7
Persons 18-64										
Cume	376	323	305	294	271	366	311	293	280	287
Rating	18.5	15.9	14.9	14.5	16.0	18.1	15.4	14.5	14.7	16.7
Females 18-64										
Cume	221	195	179	169	148	220	174	178	168	151
Rating	20.9	18.2	16.7	16.0	16.6	20.7	16.4	16.8	14.7	16.8
Persons 65-99										
Cume	102	82	98	100	68	101	92	93	88	81
Rating	25.3	20.6	25.1	24.1	19.6	25.0	22.4	22.5	21.8	23.6

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WITF Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	124	120	173	157	156	117	126	140	124	145
Rating	18.3	17.8	24.5	22.3	22.6	17.3	18.7	19.9	17.5	20.9
Persons 2-99										
Cume	248	237	336	303	297	231	265	260	228	287
Rating	13.1	12.2	17.4	15.8	15.6	12.1	13.7	13.7	11.9	15.0
Persons 2-5										
Cume	34	30	43	34	37	42	44	36	18	35
Rating	28.0	25.1	47.3	31.1	36.5	33.7	38.8	35.0	17.4	35.4
Persons 6-17										
Cume	56	50	56	41	52	52	59	31	38	36
Rating	13.7	12.3	14.3	9.7	13.3	12.8	14.1	8.1	10.0	9.3
Persons 18-64										
Cume	111	117	186	179	164	111	135	155	130	169
Rating	9.4	10.0	15.6	15.2	13.9	9.6	11.6	13.5	10.8	14.4
Females 18-64										
Cume	62	67	97	94	92	53	71	82	65	87
Rating	10.1	10.9	16.0	15.5	14.9	8.8	11.8	13.7	10.6	14.3
Persons 65-99										
Cume	47	40	51	49	44	26	27	38	42	47
Rating	25.3	16.7	20.2	19.3	19.2	11.7	11.6	16.2	18.2	18.3

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WVIA Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	185	207	215	235	217	169	169	192	212	211
Rating	30.6	34.5	34.4	37.9	35.7	28.0	28.2	30.8	34.2	34.7
Persons 2-99										
Cume	396	435	470	500	463	337	364	392	450	424
Rating	23.8	25.6	27.9	29.7	28.0	20.5	21.1	23.3	26.5	25.7
Persons 2-5										
Cume	53	59	44	45	45	47	54	41	40	33
Rating	57.6	62.1	60.1	55.3	57.0	50.6	54.9	50.7	47.2	42.8
Persons 6-17										
Cume	87	74	94	92	77	68	77	69	86	74
Rating	25.2	23.1	28.8	24.7	25.2	20.7	21.2	20.6	25.7	24.3
Persons 18-64										
Cume	206	241	269	301	269	172	195	220	256	249
Rating	20.6	23.3	25.6	29.1	26.3	17.3	19.1	21.2	24.3	24.3
Females 18-64										
Cume	115	129	133	163	148	95	97	112	138	132
Rating	22.1	23.8	24.4	30.1	27.9	18.4	18.2	20.9	24.8	24.5
Persons 65-99										
Cume	50	61	63	62	72	50	38	62	68	68
Rating	21.6	24.1	26.7	25.8	29.5	21.5	15.7	27.6	29.8	27.6

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WPSX Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	84	82	100	103	107	79	84	104	92	92
Rating	17.1	16.9	19.9	20.5	24.4	16.1	17.3	20.7	18.3	21.1
Persons 2-99										
Cume	176	174	204	205	213	162	184	201	179	185
Rating	12.5	12.2	14.6	14.5	17.5	11.6	12.9	13.6	12.6	15.3
Persons 2-5										
Cume	32	28	23	28	19	24	27	29	27	24
Rating	35.5	33.4	31.8	38.6	29.1	28.5	29.5	33.6	34.9	41.8
Persons 6-17										
Cume	41	40	44	26	43	38	47	31	23	31
Rating	12.9	14.0	14.1	8.6	17.6	12.3	15.0	9.1	7.8	12.9
Persons 18-64										
Cume	78	82	106	115	118	72	84	110	99	101
Rating	9.3	9.3	12.6	13.1	16.3	8.7	9.8	12.4	11.5	13.7
Females 18-64										
Cume	41	45	54	63	58	38	43	56	46	53
Rating	9.6	9.9	12.3	14.0	15.9	8.7	9.7	12.2	10.5	14.1
Persons 65-99										
Cume	25	24	31	36	33	28	26	31	30	29
Rating	15.0	13.5	17.9	20.8	18.0	15.5	15.4	19.4	16.1	16.9

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WLVT Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	85	90	71	77	87	69	54	62	76	75
Rating	16.7	17.4	13.6	14.6	16.4	13.6	10.8	11.9	15.0	14.1
Persons 2-99										
Cume	182	148	125	153	148	128	99	100	155	130
Rating	12.5	9.5	8.5	10.0	9.9	8.8	6.8	7.0	10.8	8.5
Persons 2-5										
Cume	40	27	12	14	32	28	17	17	19	33
Rating	36.4	30.9	18.4	18.9	43.1	29.1	26.0	20.9	28.4	43.7
Persons 6-17										
Cume	17	29	23	29	23	28	14	10	29	18
Rating	5.5	8.9	7.3	9.1	7.7	8.8	4.3	3.3	8.9	5.4
Persons 18-64										
Cume	108	62	65	80	74	59	44	55	79	58
Rating	11.9	6.7	7.2	8.1	7.9	6.5	5.0	6.3	8.7	6.4
Females 18-64										
Cume	63	36	37	41	48	29	23	26	33	30
Rating	13.4	7.2	7.9	8.6	9.8	6.3	5.1	5.9	7.4	6.5
Persons 65-99										
Cume	17	30	25	30	19	13	24	18	28	21
Rating	12.8	13.8	13.3	17.3	10.2	9.4	13.0	11.1	13.3	9.6

SOURCES: Arbitron's Net Weekly Schedules (DUMPS)
for the periods indicated.

NOTE: All audience estimates are subject to the errors
and qualifications given in the Arbitron Reports.

WQLN Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	47	50	51	42	56	46	43	40	45	50
Rating	30.9	33.1	32.6	27.7	37.0	30.2	28.5	25.8	29.3	32.6
Persons 2-99										
Cume	97	112	103	85	130	99	100	80	95	102
Rating	22.6	24.8	23.6	19.0	29.3	23.0	21.7	17.6	20.8	23.7
Persons 2-5										
Cume	18	22	14	18	21	24	19	27	19	15
Rating	58.6	78.6	56.4	68.3	82.4	90.0	65.8	44.4	68.9	57.1
Persons 6-17										
Cume	25	26	19	13	27	18	28	19	16	17
Rating	27.5	25.0	19.6	14.3	29.0	18.7	25.0	18.3	15.4	18.9
Persons 18-64										
Cume	47	53	54	36	66	46	41	35	48	56
Rating	17.9	19.8	20.6	13.5	24.4	18.2	15.5	13.0	17.8	21.2
Females 18-64										
Cume	23	28	28	21	33	24	24	19	28	32
Rating	17.1	20.1	21.0	15.0	24.0	17.6	17.4	13.2	20.2	24.0
Persons 65-99										
Cume	7	11	16	18	16	11	12	14	12	14
Rating	15.5	21.6	31.3	34.0	29.8	20.7	21.9	25.7	23.1	27.9

SOURCES: Arbitron's Net Weekly Schedules (DUMPS) for the periods indicated.

NOTES: All audience estimates are subject to the errors and qualifications given in the Arbitron Reports.

PPTN Average Weekly In-State Audience
Cumes (000's) and Ratings (%)
November 1975 through February 1980

Demographic Group	February Sweeps '76	'77	'78	'79	'80	November Sweeps '75	'76	'77	'78	'79
Households										
Cume	1511	1403	1511	1461	1393	1370	1216	1273	1326	1370
Rating	38.1	36.1	37.7	33.7	33.1	34.6	31.3	31.7	30.7	32.6
Persons 2-99										
Cume	3000	2826	2898	2908	2691	2725	2532	2383	2528	2673
Rating	26.6	25.1	25.9	24.1	22.8	24.2	22.4	21.4	22.6	22.7
Persons 2-5										
Cume	551	468	419	408	395	515	494	401	376	377
Rating	79.2	74.2	77.3	68.8	67.8	74.0	75.9	71.4	69.4	64.7
Persons 6-17										
Cume	635	586	554	516	472	551	593	379	445	429
Rating	26.5	24.7	23.2	19.8	19.7	22.9	24.6	15.6	18.6	17.9
Persons 18-64										
Cume	1422	1326	1477	1516	1445	1319	1146	1232	1319	1344
Rating	20.6	19.2	21.3	20.4	19.9	19.1	16.7	18.1	19.0	18.5
Females 18-64										
Cume	806	780	810	832	790	741	619	674	725	860
Rating	22.6	21.7	22.3	21.5	21.0	20.8	17.4	19.0	20.0	22.9
Persons 65-99										
Cume	392	446	448	468	379	340	299	371	388	430
Rating	30.4	33.3	34.3	32.7	24.4	26.4	21.6	27.4	29.6	27.7

SOURCES: Arbitron's Net Weekly Schedules (DUMPS) for the periods indicated.

NOTE: All audience estimates are subject to the errors and qualifications given in the Arbitron Reports. Total in-state audience estimates are derived by summing the seven PPTN station audiences.

APPENDIX B

Previous and Revised County Coverage Areas
for PPTN Stations

APPENDIX B

Previous and Revised County Coverage Areas for PPTN Stations

Station	Previous Counties	Revised Counties
WHYY	Berks	Berks
	Bucks	Bucks
	Carbon	Carbon
	Chester	Chester
	Delaware	Delaware
	Lancaster	Lehigh
	Lehigh	Montogmery
	Montgomery	Northampton
	Northampton	Philadelphia (North)
	Northumberland	Philadelphia (Northeast)
	Philadelphia (North)	
	Philadelphia (Northeast)	
	Schuylkill	
		Delaware
		Kent
		New Castle
		Maryland
		Cecil
		New Jersey
		Atlantic
		Burlington
		Camden
		Cape May
		Cumberland
		Gloucester
		Hunterdon
		Mercer
		Salem
		Warren
WQED	Allegheny	Allegheny
	Armstrong	Armstrong
	Beaver	Beaver
	Butler	Butler
	Cambria	Fayette
	Clarion	Indiana
	Crawford	Lawrence
	Erie	Washington
	Fayette	Westmoreland
	Greene	
	Indiana	

APPENDIX B (continued)

Previous and Revised County Coverage Areas for PPTN Stations

Station	Previous Counties	Revised Counties
WQED	Jefferson	
	Lawrence	
	Mercer	
	Somerset	
	Venango	
	Washington	
	Westmoreland	
		Ohio
		Columbiana
		Jefferson
		West Virginia
		Brooke
		Hancock
		Ohio
WITF	Adams	Adams
	Berks	Berks
	Cumberland	Cumberland
	Dauphin	Dauphin
	Franklin	Franklin
	Juniata	Huntingdon
	Lancaster	Juniata
	Lebanon	Lancaster
	Mifflin	Lebanon
	Northumberland	Lycoming
	Perry	Mifflin
	Schuylkill	Northumberland
	Snyder	Perry
	Union	Snyder
	York	Union
		York
WVIA	Berks	Berks
	Bradford	Bradford
	Carbon	Carbon
	Clinton	Columbia
	Columbia	Lackawanna
	Lackawanna	Luzerne
	Luzerne	Lycoming
	Lycoming	Monroe
	Monroe	Montour

APPENDIX B (continued)

Previous and Revised County Coverage Areas for PPTN Stations

Station	Previous Counties	Revised Counties
WVIA	Montour	Northumberland
	Northumberland	Pike
	Pike	Schuylkill
	Schuylkill	Snyder
	Snyder	Sullivan
	Sullivan	Susquehanna
	Susquehanna	Tioga
	Tioga	Union
	Union	Wayne
	Wayne	Wyoming
	Wyoming	
		New York
		Delaware
WPSX	Armstrong	Armstrong
	Bedford	Bedford
	Blair	Blair
	Butler	Cambria
	Cambria	Cameron
	Cameron	Centre
	Centre	Clarion
	Clarion	Clearfield
	Clearfield	Clinton
	Clinton	Elk
	Elk	Forest
	Forest	Huntingdon
	Fulton	Indiana
	Huntingdon	Jefferson
	Indiana	Lycoming
	Jefferson	McKean
	Lycoming	Mifflin
	McKean	Potter
	Mifflin	Somerset
	Potter	Warren
	Somerset	
	Venango	
	Warren	

APPENDIX B (continued)

Previous and Revised County Coverage Areas for PPTN Stations

Station	Previous Counties	Revised Counties
WLVT	Berks	Berks
	Bucks	Carbon
	Carbon	Lehigh
	Lehigh	Monroe
	Monroe	Northampton
	Northampton	
	Schuylkill	
WQLN	Crawford	(No changes)
	Erie	
	Venango	
	Warren	

* Note: Unless otherwise specified, counties listed are in Pennsylvania.

REFERENCES

Rhodes, Dale and Wirt, Ken. "February 1980 National Audience Estimates." PBS research memorandum, April 7, 1980.

Sebring, Penny A. and Davis Donald M. "Results of the November 1979 Sweeps Via Arbitron's AID." Audience Research Advisory Committee memorandum, January 9, 1980.

Sebring, Penny A. and Davis, Donald M. "Results of the February 1980 Sweeps Via Arbitron's AID." Audience Research Advisory Committee memorandum, March 24, 1980.

Television Markets and Rankings Guide 1978-79. New York: Arbitron, Inc., 1979.

Wirt, Ken and Carver, Bernard. "February 1980 NSI Weekly Cumulative Audience Estimates." PBS research memorandum, April 21, 1980.